

# 1999 BUDGET QUOTE SHEET

## Exhibit A

(PLEASE SHOW ALL CALCULATIONS)

	<u>Estimated Cost</u>
<b><u>I. TRAINING COSTS:</u></b>	
• <b><u>Market Manager Training</u></b>	
Hotel	\$
Airfares	\$
Training Room	\$
Food & Beverage	\$
• <b><u>Surveyor / Entertainment Training</u></b>	
Training Room	\$
Food & Beverage	\$
Mileage Allowance	\$
 <b><u>II. PHASE I</u></b>	
• <b><u>Blitzing Costs</u></b>	
<b>Labor Rates</b>	
Market Managers - # of Events x 1 x Labor Rate	\$
Surveyors - # of Events x 6 Surveying Staff x 6 Labor Rate	\$
Improv actors (or other club entertainment)	\$
<b>Special Effects / Ambiance Costs</b>	
Smoke machine, lights, sirens, etc.	
<b>Consumer Activities / Games</b>	\$
<b>Product for Pack Sales</b>	\$
<b>Transportation of blitz team</b>	\$

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### **III. PHASE II**

#### **• Premier Club Costs**

##### **Renovations**

\$10,000 per club x 28 clubs \$

##### **Labor Rates**

Market Managers - # of Events x 1 x Labor Rate \$

Surveyors - # of Events x 6 Surveying Staff x 6 Labor Rate \$

Improv actors (or other club entertainment) \$

##### **Special Effects / Ambiance Costs**

Smoke machine, lights, sirens, etc. \$

**Consumer Activities / Games** \$

**Product for Pack Sales** \$

##### **"Send off party"**

Confetti, tropical backdrop, etc. \$

#### **• Floating Club Costs** \$

##### **Rental of facility/staff (for 3 locations)**

Should include all costs associated with party (food, beverage, etc.) \$

##### **Labor Rates**

Market Managers - # of Events x 1 x Labor Rate \$

Surveyors - # of Events x 6 Surveying Staff x 6 Labor Rate \$

Improv actors (or other club entertainment) \$

##### **Special Effects / Ambiance Costs**

Smoke machine, lights, sirens, etc. \$

Outside lighting, lasers, spotlight, etc. \$

**Consumer Activities / Games** \$

**Product for Pack Sales** \$

##### **"Send off party"**

Confetti, tropical backdrop, etc. \$

• **Blitzing Costs**

**Labor Rates**

Market Managers - # of Events x 1 x Labor Rate	\$
Surveyors - # of Events x 6 Surveying Staff x 6 Labor Rate	\$
Improv actors (or other club entertainment)	\$

**Special Effects / Ambiance Costs**

Smoke machine, lights, sirens, etc.

<b>Consumer Activities / Games</b>	\$
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<b>Product for Pack Sales</b>	\$
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<b>Transportation of blitz team</b>	\$
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**IV. Vehicle Rental Expenses:**

Fuel Costs x # of Days	\$
# of Markets x # of Days x Rate	\$

**V. Warehouse Expenses:**

**VI. Insurance:**

**VII. Licenses & Permits for Cigarette Sales:**

Should include costs associated with obtaining all permits, filing all taxes, maintaining all accounts and producing all reports	\$
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**VIII. Field (Market Manager) Administrative Expenses**

Phone/Fax	\$
Shipping/Postage	\$
Supplies/Misc.	\$

**IX. Agency Travel:**

NY City PM Planning Meetings	\$
Training Meetings	\$
Site Checks	\$

**X. Management Fee**

Agency Profit	\$
Cost for all internal support staff	\$
Non - billable overhead	\$
Corporate Administrative Costs	\$

## BUDGET SUMMARY

### **I. TOTAL TRAINING COSTS**

Market Managers  
Surveyors / Entertainment

### **II. TOTAL PHASE 1 COSTS**

Total Blitzing Costs

### **III. TOTAL PHASE 2 COSTS**

Total Premier Club Costs  
Total Floating Club Costs  
Total Blitzing Costs

### **IV. TOTAL VEHICLE RENTAL EXPENSES**

### **V. TOTAL WAREHOUSE EXPENSES**

### **VI. TOTAL INSURANCE**

### **VII. TOTAL LICENSES & PERMITS FOR CIGARETTE SALES**

### **VIII. FIELD (MARKET MANAGER) ADMINISTRATIVE COSTS**

### **IX. TOTAL AGENCY TRAVEL**

### **X. TOTAL MANAGEMENT FEE**

Agency profit  
Cost for all internal support staff  
Non-billable overhead  
Corporate administrative costs

### **TOTAL ESTIMATED PROGRAM COST:**